



**CARBON SYSTEMS**

# Marketing Audit & Roadmap

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# Carbon Systems Positioning & Intent

Carbon Systems is positioned to enhance its market presence through strategic SEO improvements, social media engagement, and expanded partner marketing initiatives. This document evaluates current efforts and provides a roadmap for Q2-Q4 to strengthen brand visibility and lead generation within the MSP space

## **SOCIAL MEDIA AUDIT & STRATEGY**

## **SEO AUDIT & OPTIMIZATION PLAN**

## **PARTNER MARKETING AUDIT & GROWTH PLAN**

## **Q2-Q4 IMPLEMENTATION ROADMAP**

## **FINAL RECOMMENDATIONS**



# Social Media Audit & Strategy

## Current Presence & Performance

### Platforms Where Carbon Systems is Active:

- LinkedIn – Moderate presence, but lacking thought leadership content and engagement strategies.
- Twitter/X – Limited visibility, potential for industry commentary and brand awareness.
- Facebook – Some presence, but not a core platform for MSP engagement.
- Reddit – No official presence, but MSPs mention Carbon Systems in industry discussions.

### Platforms Needing Growth:

- Reddit – Essential for credibility in the MSP space. Needs engagement via AMAs, subreddit sponsorships, and industry insights.
- YouTube – Ideal for educational and promotional content targeting MSPs.
- Instagram/TikTok – Not primary platforms but could be used for brand awareness.

### What's Working:

- ✓ Presence on LinkedIn and Facebook provides some visibility.
- ✓ Some organic brand recognition within Reddit MSP discussions.

### What's Not Working:

- ✗ No structured engagement strategy for MSP communities.
- ✗ Lack of video content on YouTube or LinkedIn.

### What Needs to Be Done:

- ◆ Develop a structured Reddit strategy, including responding to discussions and hosting an AMA.
- ◆ Launch a YouTube series focused on MSP challenges and solutions.
- ◆ Create a LinkedIn thought leadership plan with executive contributions.



# Social Media Content Samples

## Cheeky MSP Post

👁️ MSPs, be honest—how many of you are secretly hoarding that one old, half-broken workstation “just in case”? We get it. IT budgets are tight, and clients expect miracles. But your clients deserve better. With Carbon Systems, you get enterprise-grade hardware and security built for MSPs. 🔥 Drop the legacy gear. Upgrade to something built for the way you actually work.

## Informational Post

🔍 Why are legacy network solutions failing modern businesses? Because the world has changed, workforces are hybrid, security threats are evolving, and “set it and forget it” doesn’t cut it anymore.

- ✅ Cloud-first management – Scale and secure your network from anywhere.
- ✅ Zero-trust security – Built-in protection without the complexity.
- ✅ Vendor-agnostic integrations – No more lock-in headaches.

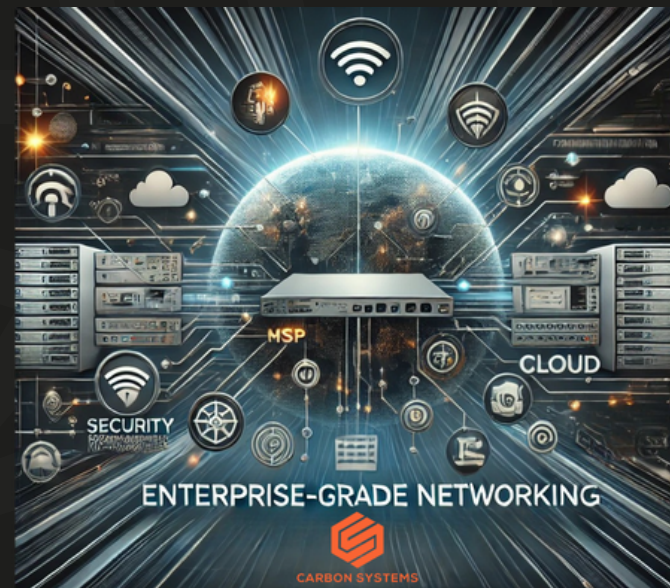
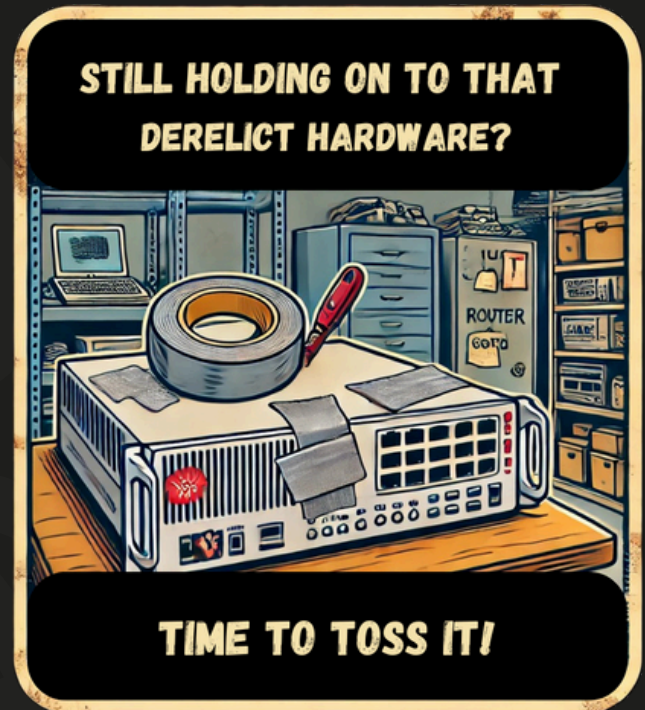
Your network should empower your business, not hold it back. Ready to modernize?

## Sales-Focused Post

🔴 Tired of overpriced network solutions that overpromise and underdeliver?

It’s time for an upgrade. Carbon Systems delivers enterprise-grade networking without enterprise headaches.

- ✅ Lower costs, higher reliability
  - ✅ Security that actually works
  - ✅ Designed for MSPs and IT leaders who want simplicity & control
- 🔗 Switching is easier than you think. Let’s talk.



# SEO Audit & Optimization Plan

## What's Working:

- ✓ Established domain authority within the IT hardware space.
- ✓ Some high-ranking security-related content.

## What's Not Working:

- ✗ Low organic traffic due to limited keyword optimization.
- ✗ Weak backlink strategy, missing opportunities for credibility boosts.
- ✗ Lack of structured internal linking.

## What Needs to Be Done:

- ◆ Optimize product pages and blog content with targeted keywords.
- ◆ Develop a backlink acquisition plan via guest posting and partnerships.
- ◆ Implement an internal linking strategy to improve crawlability.



# Partner Marketing Audit & Growth Plan

## Platforms Where Carbon Systems Has Visibility:

- ✓ Channel Program – Active engagement, but opportunities to expand visibility.
- ✓ Direct MSP Partner Program – Exists but lacks promotion.

## Platforms Where Carbon Systems Needs a Stronger Presence:

- Pax8 (Critical for MSP hardware distribution) – Not listed. Needs vendor partnership application and engagement in webinars.
- Cloudtango (Top MSP directory) – Needs a listing and customer case studies.
- Channel Insider, CIO Influence (Thought leadership) – No presence. Needs guest posts and PR placements.
- IT Nation, ChannelWise, CompTIA (Industry events) – No participation. Sponsorships or speaking engagements needed.

## What's Working:

- ✓ Some MSP brand awareness due to customer discussions.
- ✓ Direct MSP partner program provides a foundation.

## What's Not Working:

- ✗ Lack of presence on critical MSP platforms.
- ✗ No thought leadership presence in industry publications.

## What Needs to Be Done:

- ◆ Secure Pax8 listing and develop a go-to-market strategy for distribution.
- ◆ Establish authority through PR efforts in CIO Influence and Channel Insider.
- ◆ Sponsor and engage with IT Nation and ChannelWise to increase credibility.



# Q2-Q4 Implementation Roadmap

**Q2**

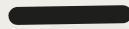
Social Media & SEO



Launch Reddit & LinkedIn engagement, optimize site SEO

**Q3**

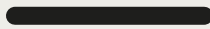
Partner Growth & Content Expansion



Develop YouTube content, secure Pax8 listing, increase PR visibility

**Q4**

Industry Domination



Sponsorships, event presence, refine lead gen strategies





# Final Recommendations



## INCREASE SOCIAL MEDIA ENGAGEMENT

#01

through structured Reddit, LinkedIn, and YouTube efforts.

## ENHANCE SEO RANKINGS

#02

by focusing on keyword optimization, backlink strategy, and internal linking.



## EXPAND MSP PARTNERSHIPS

#03

with Pax8, Cloudtango, and industry thought leadership opportunities.

## INVEST IN PR & EVENT SPONSORSHIPS

#04

to elevate Carbon Systems' credibility and presence.

